



SERA

AI SEO & BI ANALYST ·
UMEDS.ID

WEEKLY REPORT

PERIODE PELAPORAN

BUSINESS INTELLIGENCE

3 — 4 Agu 2026

REVENUE
MINGGU INI

Rp 0

▼ 100.0% WoW

REVENUE

Rp 0

▼ 100.0%

ORDERS

0

▼ 100.0%

BUYERS

0

unik minggu ini

NEW USERS

1

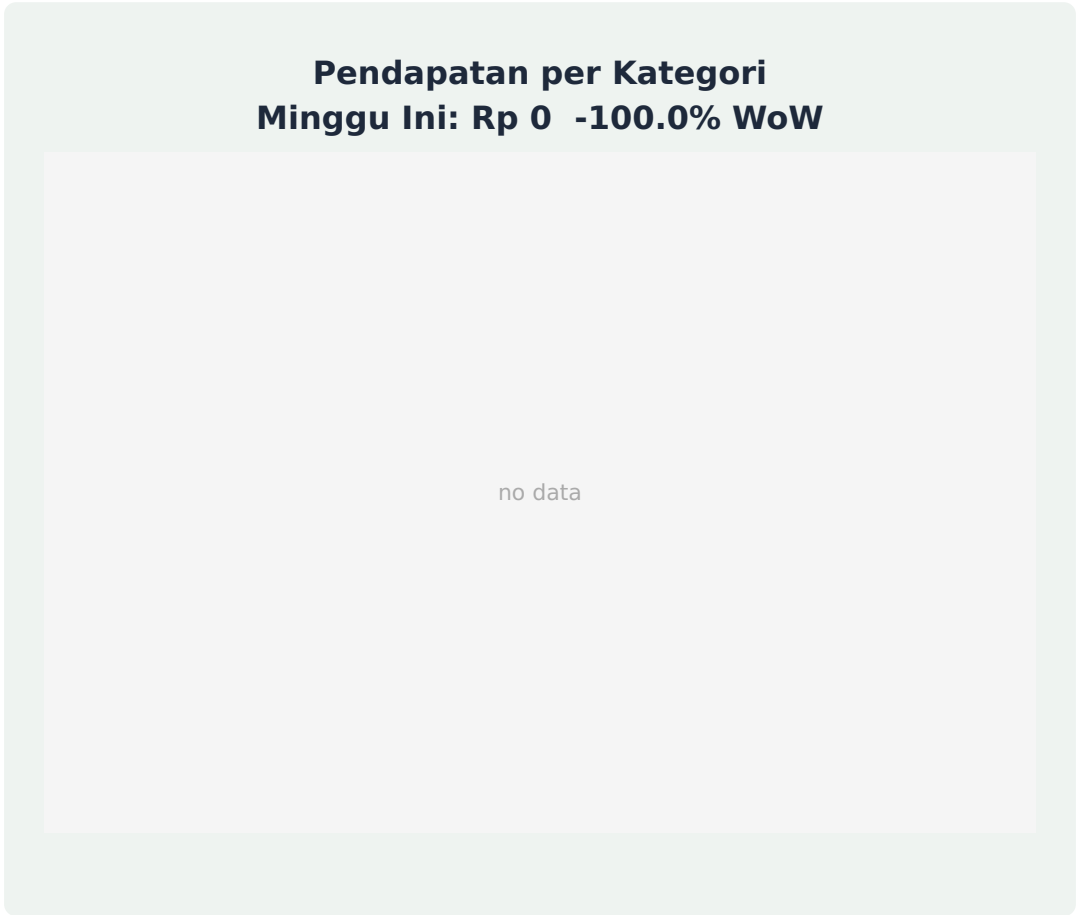
▼ 99.2%

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CONFIDENTIAL

Analisis Pendapatan

PENDAPATAN PER KATEGORI



RINGKASAN

Metrik	Minggu Ini	Minggu Lalu	Pertumbuhan
Total Pesanan	0	88	-100.0%
Total Pendapatan	Rp 0	Rp 21,966,020	-100.0%
Pembeli Unik	0	63	-100.0%
AOV	Rp 0	Rp 249,614	-100.0%

RINCIAN PENDAPATAN PER KATEGORI

Kategori	Pendapatan	Pesanan
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Performa Produk

KURSUS TERPOPULER



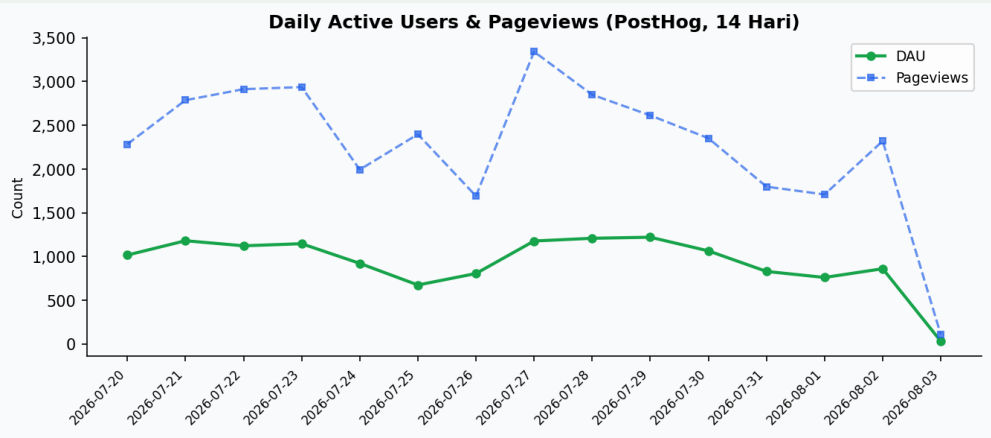
Kursus Teratas:

Buku Teratas:

Analisis Produk (PostHog — 14 Hari)

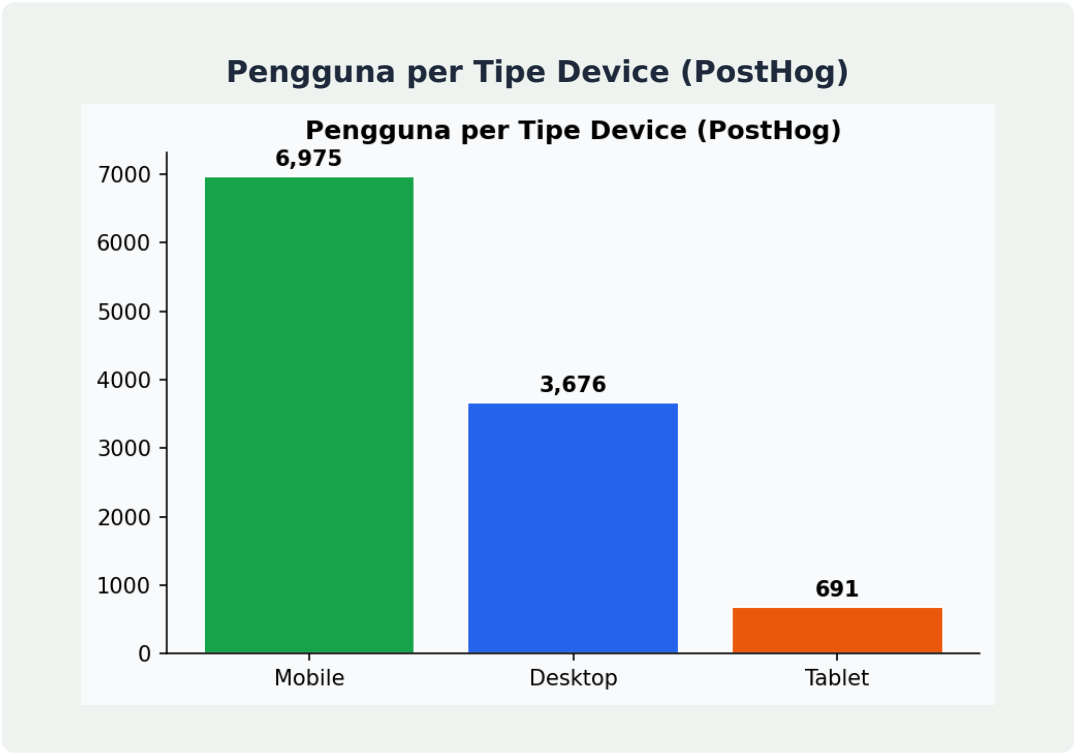
TREN DAU

Daily Active Users & Pageviews (PostHog)



DAU (Pageview): **5,567** DAU this week (+4% **WoW**) · Retention: **28.1%** retention · **4,786** retained users · UX Health: **2,681** rage clicks detected

PENGGUNA PER DEVICE



LAYAR PALING BANYAK DILIHAT

Layar	Views	Pengguna
indexHomeView	6,912	733
indexLembarJawab	5,781	34
indexDetailMateriBelajarView	4,335	326
topikMateriBelajarView	2,537	318
bookListView	2,037	384
myBookPdfViewer	1,926	166
myBookDetailView	1,610	175
bookDetailView	1,248	206

ENGAGEMENT PDF

Metrik	Nilai
Buka PDF	1,499

Metrik	Nilai
Pengguna PDF Unik	11,156
Toggle Mode Immersive	1,790

ENGAGEMENT VIDEO

Metrik	Nilai
Mulai Video	609
Selesai Video	154
Completion Rate	25.3%
Pengguna Video Unik	11,156

Rekomendasi per Divisi

TECH

- › Revenue dropped 100.0% WoW — check payment gateway and server health.
- › ALERT: 2,681 rage clicks — investigate UX issues on 'editDataSelengkapnyaView'.
- › Monitor API response times, especially during peak hours.
- › Ensure app stability on latest Flutter version for dental students.

MARKETING

- › New user acquisition down 99.2% — consider targeted campaigns for dental students.
- › Buyer activation rate low at 0.0% of new users — review onboarding-to-purchase flow.
- › Top products this week can be highlighted in next promo campaign.
- › Focus on dental exam preparation content — high demand from students.
- › Leverage dental student community channels for organic growth.

PRODUCT LEARNING

- › Video completion rate low at 25.3% (154/609) — review content quality or length.
- › Analyze what dental exam topics are most searched.
- › Consider adding more clinical case studies for kedokteran gigi.
- › Subscription model performing well — expand offering.

FINANCE

- › Weekly revenue: Rp 0 (-100.0% WoW)
- › AOV: Rp 0 (-100.0% WoW) — down, monitor basket size.
- › Payment method breakdown available for cashflow planning.
- › Review transaction fees from payment providers.

CEO

- › Total orders: 0 (-100.0% WoW)
- › Unique buyers: 0 | Activation rate: 0.0% of new users
- › New users: 1 (-99.2% WoW)
- › Market: Kedokteran Gigi students — focus on exam prep & clinical content.
- › Monitor competitor activity in dental EdTech space.

DESIGN CREATIVE

- › Update app visuals to appeal to dental students — modern, clean design.
- › Create content thumbnails for dental exam topics.
- › High rage clicks (2,681) — audit tap targets and button spacing on top screens.
- › Improve PDF reader UI for better reading experience.
- › Design promotional materials with dental student personas.

Laporan dibuat oleh Sera Bot untuk Ummacademy · Target: Mahasiswa Kedokteran Gigi Indonesia